

# CTTC MEMORANDUM

**TO:** California Travel and Tourism Commission  
Secretary of State  
Travel Industry Association  
Members of the Public Who Have Requested Notification  
(For informational purposes only)

**FROM:** Caroline Beteta, Executive Director

**DATE:** Tuesday, June 06, 2006

**RE:** PUBLIC NOTICE OF THE JOINT ADVERTISING/CO-OP &  
PUBLICATIONS/WEB/FULFILLMENT COMMITTEES MEETING

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A conference call/meeting of the Joint Advertising/Co-Op & Publications/Web/Fulfillment Committees of the California Travel and Tourism Commission is scheduled to take place on Friday, June 16, 2006 from 1:30 p.m. to 3:30 p.m.

Participation for this meeting is available via conference call. The meeting details are as follows:

Meeting: .....	<u>Joint Advertising/Co-Op &amp; Publications/Web/Fulfillment Committees</u>
Date: .....	Friday, June 16, 2006
Time: .....	1:30 p.m. – 3:30 p.m.
<b>Conference Call-In: .....</b>	<b>877-973-7507 / Pass Code: 518056</b>
Meeting Location: .....	CTTC Offices 980 Ninth Street, Suite 480 Sacramento, CA 95814

The agenda is attached for your reference and can also be viewed at <http://www.visitcalifornia.com>.

Please R.S.V.P. (if you haven't already) to Matt Sabbatini at 916-319-5420 or [msabbatini@cttc1.com](mailto:msabbatini@cttc1.com), if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.



## **CTTC Advertising/Co-Op & Publications/Web/Fulfillment**

**Friday, June 16, 2006**

**1:30 p.m. – 3:30 p.m.**

**CTTC Offices**

**980 Ninth Street, Suite 480**

**Sacramento, CA 95670**

**Conference Call-In No.: 877-973-7507, pass code 518056**

### **AGENDA**

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*Any and all items on this Agenda are subject to discussion and vote*

- I. Call to Order**
- II. Advertising**
  - a. 06/07 Strategic & Media Recommendations
  - b. Present New Print/Graphic Standards
- III. Co-Op**
  - a. Growth of CA Rewards program
  - b. PRN Buy (CA Rewards & Knott's Berry Farm)
  - c. Best Western
  - d. Longs
  - e. Southwest Airlines
- IV. Website: Review Status of web site Re-development**
- V. Public Comment**
- VI. Adjournment**